

Consent Agenda

Agenda Item #	8D
Meeting Date	14 March 2005
Prepared By	Sara Anne Daines HCD Director
Approved By	Barbara B. Matthews City Manager

Discussion Item	Resolution of support for OTBA Neighborhood BusinessWorks Application
Background	<p>The Old Takoma Business Association (OTBA) is applying for a grant of approximately \$75,000 from the State of Maryland through its Neighborhood BusinessWorks Program (NBWP) in furtherance of the Main Street Takoma Initiative. A resolution of support must be adopted by the Council and included with the application for the request to be considered by the State.</p> <p>If approved, NBWP funds would be used to establish a commercial façade and landscape improvement program; purchase pedestrian kiosks and signage for the new Main Street office; produce a calendar of events, and offset the costs of OTBA's second annual July 4 ice cream social. Each of the projects is included in the organization's 2005 Main Street Takoma workplan and is designed to improve the vibrancy of the business district and to provide for increased business success in the area. Additional information is provided in the accompanying summary.</p>
Policy	<p>The viability of the Old Takoma district is important to the economic health and quality of life of the community and its continued improvement and revitalization is a local economic development goal.</p> <p style="text-align: right;">An excerpt from Resolution of Support for the Designation of Old Town/Takoma Junction as a Maryland Main Street</p>
Fiscal Impact	A portion of the funds - approximately \$6,000- approved by the Council for the Gateway Wayfinding project on March 7, 2005 will be used as a match for the purchase of the planned kiosks. No additional city funds would be expended.
Attachments	Resolution of Support Neighborhood BusinessWorks Application - Executive Summary
Recommendation	To approve the attached Resolution of support for the Old Takoma Business Association Neighborhood BusinessWorks program application
Special Consideration	The proposed application is to be submitted to the Division of Neighborhood Revitalization by March 31.

Introduced by

RESOLUTION 2005-

**RESOLUTION OF SUPPORT OF NEIGHBORHOOD BUSINESSWORKS PROGRAM
FINANCING FOR THE OLD TAKOMA BUSINESS ASSOCIATION**

WHEREAS, the City of Takoma Park Maryland is interested in promoting the revitalization of our community by encouraging the development and expansion of businesses within the Old Takoma area; and

WHEREAS, the Old Takoma Business Association (OTBA) has applied to the Neighborhood BusinessWorks Program for financing for the following projects: the development and implementation of a facade and landscaping improvement program, the fabrication and installation of pedestrian kiosks, and an expanded marketing and promotions program, each of which are designed to further the goals of OTBA's Main Street Takoma Initiative; and

WHEREAS, the described projects are located in a State-approved locally designated revitalization area and conform to the local zoning code; and

WHEREAS, the regulations of the Neighborhood BusinessWorks Program require that all projects receiving program financing be approved and supported by the appropriate governing body of the locality in which the project is situated.

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of Takoma Park hereby endorses the financing of the Old Takoma Business Association's projects through the Neighborhood BusinessWorks Program.

Approved this _____ day of _____ 2005

Kathy Porter, Mayor

Attest:

Catherine E. Waters, CMC/AAE
City Clerk

OTBA NBWP Grant Application Project Summary

OTBA is applying for an approximately \$75,000 grant from the Neighborhood BusinessWorks Program (formerly Neighborhood Business Development Program) administered by the Maryland Department of Housing and Community Development. We will be submitting our application to the Division of Neighborhood Revitalization by March 31.

We are applying for funding for five projects as part of the Main Street Takoma commercial revitalization strategy: a façade and landscape improvement program; fabrication and installation of three pedestrian kiosks; design, fabrication and installation of signage for the new Main Street Takoma office; production of a calendar of events; and implementation of a fourth of July promotional event. The proposed projects are significant elements of the Main Street Takoma workplan for 2005. Each of the projects has been designed to improve the vibrancy of the Old Takoma business district and provide for increased business success in the area.

OTBA is requesting \$60,000 in NBWP funds, which will be matched with \$60,000 in private investment, in order to implement a façade and landscape improvement program. The façade and landscape improvement program, which will provide up to 50 percent reimbursement for eligible improvements, addresses our historic commercial buildings' needs for repairs and restoration in order to improve the area's attractiveness to potential businesses, shoppers and clients. The City of Takoma Park's Façade Advisory Board and Historic Takoma support the façade and landscape improvement program and have agreed to participate in its design, marketing and implementation.

OTBA is partnering with the City of Takoma Park on the pedestrian kiosks project. We intend to apply for NBWP funds for 50% of the total project cost which would be matched by a city investment of the same amount. The proposed kiosks, which are being designed as part of the city-wide Wayfinding signage program, will be placed near the Takoma Metro, in the Takoma Junction and/or in Old Town. Each kiosk will provide a pedestrian scale street map and business locator system for the entire historic commercial district. The backside of each kiosk will provide protected space for OTBA to post notices related to Old Takoma events.

The remaining \$2,600 of OTBA's grant request is needed for OTBA office signage in order to better promote the Main Street Takoma initiative; a calendar of events, which will be distributed at area merchants and increase promotion of Old Takoma; and our second annual 4th of July ice cream social that publicizes and generates interest in the Takoma Main Street program, which depends on volunteer support.

Submitted by Old Takoma Business Association
March 2, 2004